

Can Brazil save the Amazon and **feed the world?**

THE BATTLE FOR BALANCE

Brazil is often criticized for deforestation and the climate impact of its cattle industry. Yet on the ground, another reality is taking place — one that carries the promise of restoration and the power of change. World Without Cows Brazil: The Battle for Balance is a short documentary that shares the untold stories of Brazilian ranchers on the front lines of one of agriculture's greatest challenges.

Watch now

Carrying the global weight of nearly **2 billion plates**

In 2024, Brazil produced 11.8 million metric tons of beef — enough to meet the annual consumption of nearly 2 billion people worldwide. But the same scale that makes Brazil critical to sustaining a global plate also puts it at the center of climate debates.

#2 producer, #1 exporter

Brazil is the world's second-largest beef producer and the top exporter, supplying about one-fifth of global beef trade.

160M+ hectares of pasture

Brazil's beef production is sustained by more than 160 million hectares of pasture nationwide.

60% of the Amazon

Brazil is home to the majority of the world's largest rainforest.

Millions of producers

Of Brazil's five million rural producers, about half raise cattle, and 75% of which are small or medium-sized producers.

Producing more beef on less land

As calls to protect the environment grow louder, Brazil's cattle ranchers are responding with proof that sustainable intensification works.

70% more beef on 11% less land

In two decades, Brazil's cattle sector reduced pasture area by 11% to 160 million hectares while boosting productivity by more than 70%, rising from 2.8 to nearly 5 arrobas per hectare each year thanks to advances in technology and management.

40 million hectares

Brazil has about 40 million hectares of recoverable degraded pasture that, if restored, could double the country's food production without clearing a single tree.

Climate-smart efficiency

Modern ranching practices have spared millions of hectares of land. Through rotational grazing, silvopasture, improved genetics, and better feed, Brazil's ranchers are producing more beef on less pasture — raising output while reducing environmental impact.

Operating under some of the **toughest environmental laws on Earth**

Brazil's ranchers work within environmental laws tougher than many outside the country recognize, with consequences that reach far beyond the country's borders.

By law, producers cannot use all of their land for cattle or crops. The Forest Code mandates that 20–80% of each farm remain as native forest or vegetation, with the percentage set by the biome where the farm is located.

All rural properties must be registered in the Cadastro Ambiental Rural (CAR), a digital registry that maps how each hectare is used and conserved.

Satellite monitoring and on-the-ground inspections track land use in real time and flag illegal clearing.

While deforestation headlines persist, approximately 90% of Amazon forest loss stems from illegal clearing, not ranchers operating within the law.